U.S. DEPARTMENT OF VETERANS AFFAIRS NATIONAL CEMETERY ADMINISTRATION

2014 FUNERAL DIRECTOR SATISFACTION SURVEY

(National Cemeteries, VA Memorial Products, and State/Tribal Veterans Cemeteries)



VA may not conduct, sponsor, or require the respondent to respond to this collection of information unless it displays a valid OMB Control Number. All responses to this collection are voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time necessary for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The information collected is intended to be used in making improvements in services within the National Cemetery Administration of the Department of Veterans Affairs and for associated administrative purposes. Failure to furnish the requested information will have no adverse effect on any VA benefit to which you may be entitled.

The information you supply will be confidential and protected by the Privacy Act of 1974 (5 U.S.C. 522a) and the VA's confidentiality statute (38 U.S.C. 5701) as implemented by 38 CFR 1.526(a) and 38 CFR 1.576(b). Disclosure of information involves releases of statistical data and other non-identifying data for the improvement of services within the National Cemetery Administration and for associated administrative purposes. Please send any comments regarding this burden estimate or any other aspect of this collection, including suggestions for reducing this burden, to VA Clearance Officer (005G2), 810 Vermont Ave., NW, Washington DC 20420. SEND COMMENTS ONLY. DO NOT SEND THIS FORM OR REQUESTS FOR BENEFITS TO THIS ADDRESS.

Marking Instructions

The survey will take about 20-30 minutes to complete.

Please read each question carefully and respond by filling in the oval of the response that most closely represents your opinion.

Correct Mark

Incorrect Marks



- Use pencil or pen. Make heavy dark marks that fill the ovals completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer oval for each question unless it tells you to "mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

If you have any questions or concerns, please call the Survey Helpline at: 1-855-500-6792





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NATIONAL CEMETERIES SATISFACTION SURVEY

IMPORTANT - PLEASE READ BEFORE PROCEEDING: Please complete the following questions if you have conducted business at a National Cemetery within the past 12 months. If you have NOT conducted business at a National Cemetery within the past 12 months, please go to the Memorial Products Service Satisfaction Survey section on Page 6.

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1.	Looking at the attached form labelled "National Cemeteries", please identify which national cemetery you most frequently do business with and fill in the corresponding number in the spaces below. Please complete this survey based on your experiences at this national cemetery within the last 12 months.	 6. Do you feel that you are well informed by the national cemetery of its policies and procedures? Yes, well informed Yes, somewhat well informed No, not well informed 7. In general, of the following services, which one provides you the MOST information about national cemetery policies and procedures? (Mark only one) VA/NCA Web site Local newspaper/television news reports Public events (e.g., parades, exhibits, speeches) Professional associations/conventions/meetings Veterans Service Officers
2.	How far is your funeral home from the national cemetery with which you most frequently do business? Less than 15 miles 15 to 29 miles 30 to 44 miles Over 75 miles	Outreach by cemetery staff Other (specify): 8. What national cemetery policies or procedures do you feel you could use more information about? (Mark all that apply) None, I feel well informed
3.	How long has your funeral home worked with the national cemetery? Less than 1 year 9 to 12 years 1 to 4 years 13 years or more 5 to 8 years Don't know	 Eligibility requirements for burial in a national cemetery Scheduling process Military funeral honors Presidential Memorial Certificates Floral policy
	Of the eligible Veteran families you serve, approximately what percent choose burial in the national cemetery? 1 - 4% 25 - 49% 5 - 9% 50 - 74% 10 - 14% 75 - 100% 15 - 24% How would you characterize the overall communication from the national cemetery to your funeral home? Excellent Good Fair Poor	 Headstone, marker, or columbarium niche cover inscription options 9. What is the best way for the national cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one) Phone Fax Letter Email VA/NCA Web site Newsletter or flyer

10.	Overall, how satisfied are you with the communication between your funeral home and the national cemetery?	17.	Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin?
	Very satisfiedSomewhat satisfiedNeither satisfied nor dissatisfiedSomewhat dissatisfiedVery dissatisfied	18.	Yes No Please indicate your level of agreement with the following statement: "The use of unconventional text and numbers (e.g.,
11.	Overall, how would you compare the level of service you receive from the national cemetery with the level of service you receive from private cemeteries?		2GETHER 4EVER, WE LUV U ALWAYS) within inscriptions is appropriate." Strongly agree
	 Superior to private cemeteries Better than private cemeteries About the same Worse than private cemeteries Much worse than private cemeteries Don't know/not applicable 	19.	 Agree Neither agree nor disagree Disagree Strongly disagree How easy is the process of scheduling an
12.	Do you understand the eligibility requirements for burial in a national cemetery, including eligibility for National Guards, Reservists, and Veteran dependents?		Very easy Somewhat easy Neither easy nor hard Somewhat hard Very hard
13.	Yes No Are you aware there are resources available	20.	How long does it typically take to confirm the scheduling of an interment with the National Cemetery Scheduling Office?
	for Funeral Directors on the NCA Website? Yes No -> Go To #17		Less than 1 hour1 to 2 hours3 to 4 hours
14.	Are you aware that the Funeral Director resources on the NCA Website have links to the NCA videos illustrating different		5 to 8 hours1 to 2 daysMore than 2 days
	committal service options at VA national cemeteries? Yes	21.	Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?
15.	No Do you find the NCA videos illustrating committal services useful in explaining to a family what to expect when scheduling a service at a VA national cemetery?		 Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied
	○ Yes ○ No	22.	During committal services, how often do you receive the support you need from cemetery staff?
16.	Would you find it useful to have CD copies of NCA videos illustrating committal services to give to families?		AlwaysFor the most partOccasionally
	Yes No		○ Never

23.	Generally, how often do committal services at the national cemetery start on time?	25. How easy is it to schedule military honors at the national cemetery?											
	AlwaysFor the most partOccasionallyNever		Very easySomewhatNeither eaSomewhat	nor hard									
24.	If you are delayed in arriving at the national cemetery for a scheduling service, how successful is the cemetery in adjusting the schedule to accommodate the family?	26.	Very hardTo what extended honors acceptionVery acception										
	 Very successful Somewhat successful Neither successful nor unsuccessful Somewhat unsuccessful Very unsuccessful Don't know/Not applicable 		Somewhat Neither ac Somewhat Very unacc	t acce cepta t unac	eptab able r ccept	or ur	nacce	eptab	ile				
	For the following series of statements please indicate your level of agreement.					Neither Agree Nor Disagree	99	lly ee	Don't Know/ Not Applicable				
	Strong				Agree	Neithe Nor Di	Disagree	Strongly Disagree	Don't I Not Ap				
27.	The maintenance of the cemetery grounds i	s exce	llent)	4									
28.	The upkeep of the headstones, markers, or covers is excellent		barium niche										
29.	The maintenance of other landscape feature trees, shrubs) is excellent												
30.	The committal shelter used for the service vand free of safety hazards												
31.	There is adequate handicap accessibility for	visitors	s who need it										
32.	The availability of restrooms is suitable to accombusy days												
33.	The cemetery honors all Veterans and their s	ervice	to our nation										
34.	There are sufficient signs within the cemeter	y to as	sist visitors										
35.	Parking at the cemetery is adequate to according to the most days												
36.	The cemetery's roadways and intersections a navigated												
37.	The quality of service received from cemeter	y staff	is excellent										
38.	The national cemetery staff was courteous												

	For the following series of statements please indicate your level of agreement.	Strongly Agree	99	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Not Applicable			
39.	The national cemetery staff was professional in terms of being knowledgeable, helpful, and responsive	Stro	O Agree	Nor Nor	O Disa	O Stre	ODor			
40.	The National Cemetery Scheduling Office's hours of operation meet my needs for scheduling services									
41.	The national cemetery hours of operation meet my needs for scheduling services									
42.	The information kiosks (i.e., gravesite locators) are helpful to me									
43.	Public ceremonies and events at the cemetery promote a sense of patriotism and heritage									
44.	The overall appearance of the national cemetery is excellent									
45.	Overall, I am satisfied with my experience at the national cemetery	70								
	I would recommend the cemetery to Veteran families during their time of need	70								
	I am willing to rely on VA and the National Cemetery Administration to meet the burial needs of Veterans in the future									
48.	I am willing to rely on VA and the National Cemetery Administration to maintain national cemeteries as national shrines in the future									
49.	My experiences with the national cemetery exceeded my expectations									
General Comments: Please use this space to elaborate on any aspect of your experience at the national cemetery you wish to share with us.										
	Note: If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):									
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MEMORIAL PRODUCTS SERVICE SATISFACTION SURVEY

IMPORTANT - PLEASE READ BEFORE PROCEEDING: Please complete the following questions if your funeral home has ordered NCA memorial products (headstones, markers, medallions, niche covers, or Presidential Memorial Certificates) within the past 12 months. If your funeral home has **NOT** ordered any of the above within the past 12 months, please go to the State or Tribal Veterans Cemeteries Satisfaction Survey section on Page 9.

1.	On average, about how many VA headstones, markers, and medallions do you/your company order in a year? Less than 10 11 to 25 26 to 40 More than 40	6.	Why did you call the 800 number? (Mark all that apply) To check on the status of an order To get help with ordering a marker To file a complaint about a marker Other (specify):
2.	Please indicate the type/types of VA headstones/markers/medallions you/your company ordered. (Mark all that apply) Flat Bronze Flat Marble/Granite Bronze Niche Upright Marble/Granite Bronze Medallion	7.	How satisfied are you with the service you received from the 800 number customer service representative? Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied
3.	How do you typically order VA headstones, markers, or medallions? (Mark all that apply) Via the mail (to National VA) Via fax (to National VA) Via the local VA office Other (specify):	9.	Have you visited the VA web site for information about ordering the headstone, marker, or medallion? Yes No -> Go To #11 What type of information were you looking
4.	How satisfied are you with the process you typically used to order headstones, markers, and medallions? Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied		for? (Mark all that apply) How to order a headstone/marker/medallion Download an order form Find information on documentation needed Find information on the Presidential Memorial Certificate Program Find out what could go on the marker Other (specify):
5.	Did you call the NCA 1-800 Applicant Assistance number for assistance at any point? Yes No -> Go To #8	10.	How satisfied were you with the ease of finding the information you were looking for? Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied

11.	Please indicate your level of agreement with the following statement: "The use of unconventional text and/or numbers (e.g., 2GETHER 4EVER, WE LUV U ALWAYS) within inscriptions is appropriate."	16.	Have you/your company ever had problems with a delivered headstone, marker, or medallion? Yes No -> Go To #20
	Strongly agreeAgreeNeither agree nor disagreeDisagreeStrongly disagree	17.	About what percentage of the markers that you receive have problems? Less than 1% 1% to 5%
	When completing an application for a VA headstone, marker, or medallion, do you typically: (Mark only one) Complete and send to the VA Complete and confirm information with family member's review and signature Partially complete and give to family member for finalization Other (specify):	18.	6% to 10% Over 10% What types of problems have you experienced? (Mark all that apply) Broken/chipped headstones/markers Typographical error(s) Wrong information/symbol Discoloration Wrong type of headstone or marker Other (specify):
13.	Are you aware of the following requirements: Memorial product orders require the signature from the next of kin or written delegation of representation Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a capital crime? Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a Tier 3 sex offense?	20.	of the VA headstones or markers received compared to those received in previous years in the following areas?
14.	About how long after ordering VA markers do they typically arrive? Less than 1 month Between 1 and 2 months Between 2 and 3 months Between 3 and 4 months Over 4 months		Cut Polish Color Finish Depth of the inscription (Stone only)
15.	How satisfied are you with the amount of time it takes to receive VA markers?		Overall Quality
	 Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied 	21.	Are you aware of the Presidential Memorial Certificate (PMC) Program? Yes No -> Go To #25

22. Do you typically inform your clients about the program?

Yes

No

23. Do you typically order the certificate(s) for your client?

Yes

No

24. Overall, how satisfied were you with your experiences with these VA memorial products and services?

Very satisfied

Somewhat satisfied

Neither satisfied nor dissatisfied

Somewhat dissatisfied

Very dissatisfied

25. Do you have any additional comments concerning how the VA Memorial Programs Service

could improve its services and programs?

STATE OR TRIBAL VETERANS CEMETERIES SATISFACTION SURVEY

IMPORTANT - PLEASE READ BEFORE PROCEEDING: Please complete the following questions if you have conducted business at a State or Tribal Veterans Cemetery within the past 12 months. If you have NOT conducted business at a State or Tribal Veterans Cemetery within the past 12 months, please return this survey in the postage paid envelope provided.

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1.	Looking at the attached form labelled "State and Tribal Veterans Cemeteries", please identify which State or Tribal Veterans Cemetery you most frequently do business with and fill in the corresponding number in the spaces below. Please complete this survey based on your experiences at this State or Tribal Veterans Cemetery within the last 12 months.	 6. Do you feel that you are well informed by the State or Tribal Veterans Cemetery of its policies and procedures? Yes, well informed Yes, somewhat well informed No, not well informed 7. In general, of the following services, which one provides you the MOST information about State or Tribal Veterans Cemetery policies and procedures? (Mark only one) State or Tribal/VA/NCA Website Local newspaper/television or news report Public events (e.g. parades, exhibits, speeches) Professional association/conventions/meetings Veterans Service Officers Outreach by cemetery staff
2.	How far is your funeral home from the State or Tribal Veterans Cemetery with which you most frequently do business? Less than 15 miles 15 to 29 miles 30 to 44 miles Over 75 miles	Other (specify): 8. What State or Tribal Veterans Cemetery policies or procedures do you feel you could use more information about? (Mark all that apply) None, I feel well informed Eligibility requirements for burial in a State or
3.	How long has your funeral home worked with the State or Tribal Veterans Cemetery? Less than 1 year 9 to 12 years 1 to 4 years 13 years or more 5 to 8 years Don't know	Tribal Veterans Cemetery Scheduling process Military funeral honors Presidential Memorial Certificates Floral policy
4.	Of the eligible Veteran families you serve, approximately what percent choose burial in the State or Tribal Veterans Cemetery? 1 - 4% 25 - 49% 5 - 9% 50 - 74% 10 - 14% 75 - 100%	 Headstone, marker, or columbarium niche cover inscription options What is the best way for the State or Tribal Veterans Cemetery to communicate with your funeral home regarding changes in its policies and procedures? (Mark only one) Phone
5.	How would you characterize the overall communication from the State or Tribal Veterans Cemetery to your funeral home? Excellent Good Fair Poor	 Fax Letter Email State or Tribal Website Newsletter or flyer

10.	Overall, how satisfied are you with the communication between your funeral home and the State or Tribal Veterans Cemetery?	16.	Do you understand the headstone, marker, or columbarium niche cover inscription options available to next of kin? Yes
	 Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied 	17.	No Please indicate your level of agreement with the following statement: "The use of unconventional text and/or numbers (e.g.,
11.	Overall, how would you compare the level of service you receive from the State or Tribal Veterans Cemetery with the level of service you receive from private cemeteries? Superior to private cemeteries Better than private cemeteries About the same Worse than private cemeteries Much worse than private cemeteries Don't know/not applicable	18.	 2GETHER 4EVER, WE LUV U ALWAYS) within inscriptions is appropriate." Strongly agree Agree Neither agree nor disagree Disagree Strongly disagree How easy is the process of scheduling an interment at the State or Tribal Veterans Cemetery? Very easy
12.	Overall, how would you compare the appearance of the State or Tribal Veterans Cemetery with the appearance of private cemeteries? Superior to private cemeteries Better than private cemeteries About the same Worse than private cemeteries Much worse than private cemeteries Don't know/not applicable	19,	Somewhat easy Neither easy nor hard Somewhat hard Very hard How long does it typically take to confirm the scheduling of an interment with the State or Tribal Veterans Cemetery? Less than 1 hour 1 to 2 hours
13.	Do you understand the eligibility requirements for burial in a State or Tribal Veterans Cemetery including eligibility for National Guards, Reservists, and Veteran dependents? Yes No	20.	 3 to 4 hours 5 to 8 hours 1 to 2 days More than 2 days Overall, how satisfied were you with the length of time it took to confirm the scheduling of an interment?
14.	Are you aware of any State or Tribal Cemetery informational resources on military honors? Yes No -> Go To #16	21.	 Very satisfied Somewhat satisfied Neither satisfied nor dissatisfied Somewhat dissatisfied Very dissatisfied During committal services, how often do
15.	Do you typically provide these information resources on military honors to next of kin? Yes No		you receive the support you need from cemetery staff? Always For the most part Occasionally Never

22.	Generally, how often do committal services at the State or Tribal Veterans Cemetery start on time?
	start on time?

Always

For the most part

Occasionally

Never

23. If you are delayed in arriving at the State or Tribal Veterans Cemetery for a scheduled service, how successful is the cemetery in adjusting the schedule to accommodate the family?

Very successful

Somewhat successful

Neither successful nor unsuccessful

Somewhat unsuccessful

Very unsuccessful

Don't know/Not applicable

24. How easy is it to schedule military honors at the State or Tribal Veterans Cemetery?

Very easy

Somewhat easy

Neither easy nor hard

Somewhat hard

Very hard

25. To what extent is the quality of military honors acceptable?

Very acceptable

Somewhat acceptable

Neither acceptable nor unacceptable

Somewhat unacceptable

Very unacceptable

For the following series of statements please indicate your level of agreement.

35. The cemetery's roadways and intersections are safe and easily

36. The quality of service received from cemetery staff is excellent. .

		Str	Agı	žŠ	Dis	Str Dis	800	
26.	The maintenance of the cemetery grounds is excellent							
27.	The upkeep of the headstones, markers, or columbarium niche covers is excellent							
28.	The maintenance of other landscape features (e.g., flowers, trees, shrubs) is excellent							
29.	The committal shelter used for the service was private, clean, and free of safety hazards							
30.	There is adequate handicap accessibility for visitors who need it							
31.	The availability of restrooms is suitable to accommodate visitors on busy days							
32.	The cemetery honors all Veterans and their service to our nation							
33.	There are sufficient signs within the cemetery to assist visitors							
34.	Parking at the cemetery is adequate to accommodate visitors on most days							

	For the following series of statements please indicate your level of agreement.	, in the second	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	Don't Know/ Not Applicable			
37.	The State or Tribal Veterans Cemetery staff was courteou			ZŽ	O Di	O St	Ŭ O			
	The State or Tribal Veterans Cemetery staff was profession terms of being knowledgeable, helpful, and responsive.	onal in								
39.	The State or Tribal Veterans Cemetery hours of operation my needs for scheduling services									
40.	The information kiosks (i.e., gravesite locators) are helpfu	ul to me								
41.	Public ceremonies and events at the cemetery promote a of patriotism and heritage									
42.	The overall appearance of the State or Tribal Veterans Cois excellent	emetery								
43.	Overall, I am satisfied with my experience at the State or Veterans Cemetery	Tribal								
44.	I would recommend the cemetery to Veteran families dur time of need									
45.	I am willing to rely on the State or Tribal Veterans Cemeter meet the burial needs of Veterans in the future	ery to								
46.	I am willing to rely on the State or Tribal governments to State or Tribal Veterans Cemeteries as national shrines in future	n the								
47.	My experiences with the State or Tribal Veterans Cemete exceeded my expectations	ry ⊂								
	General Comments: Please use this space to elaborate on any aspect of your experience at the State or Tribal Veterans Cemetery you wish to share with us.									
	: If you would like to be contacted by the cemetery, please write your name the number):	ne and contac	t informa	ntion (a	ddress	s or				